



MINISTRY
VENUES



HUAWEI PHONE LAUNCH

DATE — OCTOBER 2018
COMPANY — HUAWEI
LOCATION — THE WHITE SPACE
CATEGORY — PRODUCT LAUNCH



HUAWEI PHONE LAUNCH

Open to selected press only, Huawei invited individuals down to The Ministry in October 2018 to launch their new Huawei Mate 20 phone. With its blank canvas appeal and 200 capacity, The White Space was transformed into a product showcase space.

With set-ups to learn about the device's features and assess the phones in a controlled environment, the press event allowed all attendees to experience the device in full. As a pre-launch event, security surrounding was strict to confidentiality.

Multiple spaces within the venue were transformed with the help of Wonderland Events, Red Consultancy & INCA Productions to show the vibrancy and versatility of both the venue and the

phone's camera in different settings.

The guest journey was carefully curated to ensure confidentiality was always maintained. Guests entered through the main entrance before heading through to The Meeting Room Suite, which was used to provide hot food throughout the day by in-house catering.

Every hour, a new group of 20 journalists arrived at the venue and were ushered into this space. Meanwhile, the previous group was taken to The Box, where the Dolby Atmos system and 4K projector showcased the Mate 20's features. The journey continued through to The Studio, which was used for interview rooms, and finally, the journalists ended their tour in the White Space, where they were able to engage with the product.





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“The professionalism of your team was exemplary, and I cannot thank you enough for all your hard work. I wish every venue was run like this; it would make our lives so much easier.”



THE MINISTRY



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